

Listing of Claims:

1. - 18. (Canceled)

19. - 31. (Canceled)

32. (Currently Amended) A device for printing on a substrate, the device comprising:

at least one printing unit configured to print a static or unchanging image on the substrate and to receive a data stream containing data for the static or unchanging image; and

at least one printing device, installed inline with the at least one printing unit, and configured to individualize the static or unchanging image by adding at least one dynamic or changing image to the substrate, each the at least one printing device used to print at least one dynamic or changing image receiving a data stream containing data for the at least one dynamic or changing image and being used to print at least one functionality different from a functionality "color" for producing the static or unchanging image;

wherein image information from a plurality of data streams is printed inline on the substrate in a single workflow.

33. (Previously Presented) The device of claim 32, wherein the at least one printing unit used to print the static or unchanging image is one of an offset printing unit, a gravure printing unit, or a flexographic printing unit.

34. (Previously Presented) The device of claim 32, wherein the at least one printing device used to print the at least one dynamic or changing image is an ink-jet printing device.

35. (Previously Presented) The device of claim 32, wherein the at least one printing device used to print at least one the dynamic or changing image is based on the principle of electrophotography, magnetography, electrocoagulation, or ionography.

36. (Previously Presented) The device of claim 32, further comprising an open-loop or closed-loop control unit, which manually or automatically controls the at least one printing unit used to print the static or unchanging image and the at least one printing device used to print the at least one dynamic or changing image to guarantee an integrated data flow.

37. (Currently Amended) The device of claim 32, wherein said ~~plural~~ plurality of data streams comprises three data streams.

38. (New) The device of claim 32, wherein the functionality different from the functionality “color” includes at least one of individual text data and image data.

39. (New) The device of claim 38, wherein the functionality different from the functionality “color” further includes individual logistics data in addition to the at least one of individual text data and image data.

40. (New) The device of claim 32, wherein the functionality different from the functionality “color” includes fragrances.

41. (New) The device of claim 32, wherein the functionality different from the functionality "color" includes varnishes.

42. (New) The device of claim 32, wherein the functionality different from the functionality "color" includes electrical conductors.

43. (New) The device of claim 32, wherein the functionality different from the functionality "color" includes semiconductor circuits.